

Calendar of Health Events

Promote the Live Like Your Life Depends On It campaign monthly by incorporating campaign materials into monthly theme activities.

September

National Cholesterol Education Month

The National Cholesterol Education Program sponsors National Cholesterol Education Month every September to increase awareness of the importance of knowing your cholesterol levels and taking steps to achieve or maintain healthy levels. High blood cholesterol is a major risk factor for heart disease, the leading cause of death in the United States. Lowering cholesterol levels can reduce the risk of heart disease death among persons either with or without coronary heart disease. Adults aged 20 years or older should have their cholesterol checked once every five years. Cholesterol levels can be lowered through lifestyle changes such as dietary improvement, increased physical activity, and weight control, and by medications.



Suggested Activities:

- Coordinate a cholesterol education event that includes health screenings and distribution of health information on cholesterol. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use the Live Like Your Life Depends On It Cholesterol message card or poster to promote the event.
- Conduct a media/marketing campaign that addresses secondary prevention of cholesterol utilizing the Live Like Your Life Depends On It Cholesterol print ads. or the Cholesterol news release and radio spot at <http://www.dhss.mo.gov/Cholesterol/PressRoom.html>. Secondary prevention targets individuals with established risk factors for heart disease and/or stroke and who are at risk for recurrent events. Some examples of media outlets are radio and newspapers.
- Contact a local worksite or local faith-based organization and ask them to co-sponsor a cholesterol education event that could include cholesterol screening. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use the Live Like Your Life Depends On It Cholesterol poster to promote the event, or the Cholesterol news release and radio spot at <http://www.dhss.mo.gov/Cholesterol/PressRoom.html>.

- Incorporate cholesterol education into Healthy Aging Month and World Heart Day activities by distributing the Live Like Your Life Depends On It Cholesterol message card.

To access resources from the Live Like Your Life Depends On It Campaign ([click here](#))

For more information on National Cholesterol Education Month	For more information on Cholesterol and Heart Disease
<p>National Cholesterol Education Program Division of Heart Disease and Stroke Prevention Centers for Disease Control and Prevention Mail Stop K-47 4770 Buford Hwy, NE Atlanta, GA 30341-3717 770-488-2424 770-488-8151 Fax www.cdc.gov/dhdsp/announcements/cholesterol_education_month.htm</p> <p>National Heart, Lung, and Blood Institute Health Information Center P.O. Box 30105 Bethesda, MD 20824-0105 301-592-8573 301-592-8563 Fax hp2010.nhlbi.nih.net/cholmonth/</p>	<p>American Heart Association www.americanheart.org/presenter.jhtml?identifier=1516 Local Chapters:</p> <ul style="list-style-type: none"> • Columbia 2600 I-70 Drive NW Columbia, MO 65202 573-446-3000 • Springfield 2446 E Madrid Springfield, MO 65804 417-881-1121 • Kansas City 6800 W 93rd Street Overland Park, KS 66212 913-648-6727 • St. Louis 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax
	For more information on Heart Disease <p>Heart Disease and Stroke Prevention Program Bureau of Cancer and Chronic Disease Control MO Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102 573-522-2896 800-316-0935 toll free 573-522-2898 Fax www.dhss.mo.gov/HeartDisease/</p>

Healthy Aging[®] Month

Healthy Aging[®] Month is an annual observance month designed to focus national attention on the positive aspects of growing older, specifically in the areas of physical, social, mental and financial fitness. Physical activity helps maintain older adults' ability to live independently, reduces risk for chronic disease, and improves feeling of well-being. Healthy food habits are important to reduce chronic disease risk, slow disease progression, and manage disease symptoms. There are immediate positive health effects from quitting tobacco, regardless of the age of the person.



Suggested Activities:

- Coordinate a Healthy Aging[®] and Cholesterol Education Open House that includes health screenings and distribution of health information on cholesterol, heart disease, physical activity, nutrition, tobacco cessation, etc. Distribute the Live Like Your Life Depends On It Top Ten Flyer or Campaign Brochure, Screening Cards, and Feel Great, Eat Smart and Be Tobacco Free message cards. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Promote social well-being at the event by inviting local volunteer, religious, or civic groups to do displays that encourage older adults to contribute time to the community by becoming a volunteer. Promote mental well-being at the event by inviting someone to display mind exercising activities for older adults such as reading, learning a new skill, researching something that interests them, or a hobby.
- Sponsor a senior athletic event, such as a mall-walk, 5K run, or family fun bicycle ride. Use the Live Like Your Life Depends On It Feel Great message card and poster to promote the event.
- Coordinate a reading night at your local library. Invite local older adult celebrities to read passages from inspirational books at the event, and promote the event by advertising the celebrity participation. Use the opportunity to distribute health information such as the Live Like Your Life Depends On It Top Ten Flyer or Campaign Brochure and Screening Cards.
- Coordinate with a local grocery store and a local dietitian to give a grocery store tour for older adults demonstrating how to read food labels and choose heart healthy foods. Use the Live Like Your Life Depends On It Eat Smart message card and poster to promote the event.
- A person is never too old to quit tobacco. There are immediate positive health effects from quitting tobacco, regardless of the age of the person. Within two to three weeks of saying goodbye to smoking, the risk of having a heart attack begins to drop; five years out, the risk of stroke is reduced to that of a nonsmoker. The ability to engage in physical activity improves, too, and people often feel they have more endurance. Many people experience an improvement in their senses of smell and taste. Use the Live Like Your Life Depends On It Be Tobacco Free message card and poster to encourage older adults to be tobacco-free by calling Missouri's Tobacco Quitline. Older adults could also be encouraged to check out the BecomeAnEx.org website.

- Ask the local newspaper to promote Healthy Aging[®] Month by publishing the Live Like Your Life Depends On It Maintaining a Healthy Weight newsletter article, or ask the local senior center to include the article in their newsletter.

To access resources from the Live Like Your Life Depends On It Campaign ([click here](#))

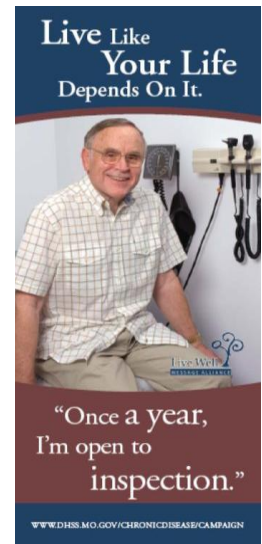
For more information on Healthy Aging[®] Month	For more information on Senior Nutrition
Educational Television Network, Inc. PO Box 442 Unionville, PA 19375 610-793-0979 www.healthyaging.net/	Division of Senior and Disability Services Missouri Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102-0570 573-526-8573 www.dhss.mo.gov/Nutrition_Seniors/
	For more information on Senior Physical Activity
	Health Promotion Missouri Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102-0570 573-522-2820 www.dhss.mo.gov/PhysicalActivity/
	For more information on Tobacco Cessation
	Smoking and Tobacco Missouri Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102-0570 866-726-9926 (Toll Free) 573-522-2820 www.dhss.mo.gov/SmokingAndTobacco/

"Know Your Risk!" World Heart Day, September 28, 2008

There is a vast public misperception and disproportional lack of attention paid to people's risk of heart disease, stroke and high blood pressure in relation to more sensational health issues. As a result, people tend to overestimate the number of deaths from rarer and infrequent risks while underestimating those from more common causes such as heart disease and stroke. World Heart Day 2008 aims to redress the balance. Heart disease and stroke can be prevented by regular exercise, no smoking and a healthy diet, low in salt and fat and rich in fibers, fresh vegetables and fruit.

Suggested Activities:

- Medicare provides coverage of cardiovascular screening blood tests for the early detection of cardiovascular disease or abnormalities associated with an elevated risk of heart disease and stroke. This benefit presents an excellent opportunity for health care professionals to help their eligible Medicare patients check their cholesterol status, know their risk for heart disease and the steps they can take toward following a heart-healthy lifestyle that can lower their risk for heart disease and keep it down. Use the Live Like Your Life Depends On It Get Health Screenings message card and poster to encourage older adults to talk to their doctors to take advantage of this cardiovascular screening.
- Contact a local worksite, health and fitness center, and/or local faith-based organization and ask them to co-sponsor a cholesterol screening fair. Screenings should include appropriate referral and follow-up. This could be done in coordination with a federally qualified health center (FQHC) or other alternative for low-income populations. [Click here](#) to locate an FQHC in your area. Use the Live Like Your Life Depends On It Get Health Screenings poster and newsletter article to promote the event. Distribute the Live Like Your Life Depends On It Screening Cards at the event to encourage other important health screenings.
- Sponsor a best recipe contest. See who can prepare the best tasting, low saturated fat, low cholesterol dish. Award a \$10 grocery store gift certificate to the top three winners. (Ask the grocery store to donate the gift certificate.) Get started with some heart-healthy recipes from the National Heart, Lung and Blood Institute at hp2010.nhlbi.nih.gov/recipes.htm. Use the Live Like Your Life Depends On It Eat Smart message card and poster to advertise the contest.
- Coordinate with a local grocery store and a local dietitian to give a grocery store tour demonstrating how to read food labels and choose heart-healthy foods. Use the Live Like Your Life Depends On Eating Healthy message card and poster to promote the event.
- Use the Live Like Your Life Depends On It Get Health Screenings newsletter article to develop an article promoting screenings for heart disease. Distribute article for publication in a local newspaper, business newsletter, church bulletin, senior center newsletter, etc.



To access resources from the Live Like Your Life Depends On It Campaign ([click here](#))

For more information on World Heart Day	For more information on Heart Disease
World Heart Federation 7, rue des Batoirs, Case postale 155 1211 Geneva 4 Switzerland www.worldheart.org	Heart Disease and Stroke Prevention Program Bureau of Cancer and Chronic Disease Control Missouri Department of Health and Senior Services PO Box 570 Jefferson City, MO 65102 573-522-2860 800-316-0935 (Toll Free) 573-522-2898 Fax www.dhss.mo.gov/HeartDisease/
For more information on Heart Disease American Heart Association www.americanheart.org/presenter.jhtml?identifier=1516 Local Chapters: <ul style="list-style-type: none"> • Columbia 2600 I-70 Drive NW Columbia, MO 65202 573-446-3000 • Springfield 2446 E Madrid Springfield, MO 65804 417-881-1121 • Kansas City 6800 W 93rd Street Overland Park, KS 66212 913-648-6727 • St. Louis 460 N. Lindbergh Blvd St. Louis, MO 63141 314-692-5635 314-692-5694 Fax 	

Observances pulled from National Health Information Center's 2008 National Health Observances at
<http://www.healthfinder.gov/nho/default.aspx>